

400 Can. Houses With CinemaScope



By JAY L. SMITH

RESPONSE of the Trade locally to the first issue of the NEW Canadian Moving Picture Digest, has been, I am happy to say, most gratifying. There are a lot of bugs still to be ironed out in the new set-up of the paper, but I am confident we are on the right track. As you can all appreciate, to change the entire format of a weekly trade paper, virtually overnight, was no small task, and certainly for the first week or two, you, as well as ourselves, will see plenty of room for improvement. Your comments on the NEW Digest will be most welcome, as much if not more so, if they contain some CONSTRUCTIVE criticism, than if they are just laudatory. The Digest is YOUR Canadian Motion Picture Trade paper, and it is only with your help and suggestions that we at The Digest, can fulfill your requirements.

Sam Eckman, Jr., for the past 27 years head of M-G-M's operations in Great Britain, has announced the promotion of Charles Goldsmith to the position of Managing Director of M-G-M Pictures Ltd., and New Empire Ltd., effective Aug. 1st. Eckman, who retains Chairmanship of the companies, as well as of Robbins Music Corp., Leo Feist, Ltd., B. Feldman & Co., Dix, Ltd., and British & Continental Music Agencies, mentions in his cable to The Digest, that the appointment of Mr. Goldsmith will undoubtedly start rumors of his (Eckman's) imminent retirement. However, Sam Eckman's contract with M-G-M was just renewed in 1952, and has several years to go, and besides which, as he himself puts it, "I never intend to retire from the film industry, which has

(Continued on Page 2)

Fox Demonstrations Create Upsurge In 'Scope Orders

A policy of meeting each situation and analyzing its particular problems, has made it possible for 20th-Fox to finalize deals with over 300 theatres, on terms that all can afford to pay, which will result according to Peter Myers, 20th-Fox's Canadian General Manager, in about 400 theatres being equipped to play CinemaScope pictures by the end of the summer.

This sales policy combined with the recently completed demonstrations across Canada, to widespread exhibitor and industry acclaim, has brought forth a new upsurge

(Continued on Page 6)

Calgary Tops Jaro Drive

At the end of the twenty-seven week Branch Managers' Playdate Drive, Calgary emerges the winner, under the leadership of Frank

(Continued on Page 6)

Ballyhoo Contest Winners Honored At Luncheon

With a record 1,900 stunts submitted in a period of 25 weeks, Dan Krendel's District B Ballyhoo Showmanship Contest participants and the top executives of Famous Players Corp. gathered at the King Edward Hotel, last week, to pay honor to the winners, and present them with their prizes.

After a few short welcoming words by Dan Krendel, and the presentation of the prizes by J. J. Fitzgibbons, President of Famous

(Continued on Page 5)

LOUIS ROSENFELD
(See Page 3)

5th Drive-In Opens In Edmonton Area

Featuring \$20,000 worth of modern equipment, the Golden West drive-in theatre opened at Edmonton July 21. Theatre has a

(Continued on Page 2)

Alliance Films To Distribute Lowell Thomas Production

"Out of This World," the Technicolor picture filmed by Lowell Thomas and Lowell Thomas Jr., across the Himalayas in the forbidden kingdom of Tibet, will be distributed in Canada by Alliance Films Ltd., in accordance with an agreement signed last week by Carroll L. Puciato, head of Carroll Pictures, Inc., and J. L. Smith, president and general sales manager of Alliance Films Ltd. Deal covers both 35 mm. and 16 mm. rights for Canada.

The picture in its initial runs in the U.S. has piled up record-breaking grosses at a number of theatres including the Guild Theatre

(Continued on Page 7)

Toronto Showing Perspecta Sound

Perspecta Sound, the system developed by MGM and adopted by Paramount and Warner Bros., will be demonstrated on Thursday, August 26th, 9.30 a.m. at the Loew's Uptown, Toronto.

The first theatre in Canada to be equipped with this new directional sound system was the Loew's, Toronto, for MGM's re-issue of "Gone With The Wind."

Barron Captains Paramount Drive

Gordon Lightstone, General Manager for Paramount in Canada, last week announced the appointment of Win Barron as Dominion Captain of Paramount's 40th Anniversary

(Continued on Page 6)

BANNER YEAR AT
EMPIRE-UNIVERSAL

---PAGE 2

GIANT PROMOTION

---PAGE 5

BRANDO SINGS

---PAGE 5

50 FROM UA

---PAGE 6

REMEMBER "P" DAY! IT'S AUGUST 12th, ST. ANDREW'S GOLF CLUB
FOR THE 3rd ANNUAL PICTURE PIONEERS GOLF TOURNAMENT

On the Beam

(Continued from Page 1)

been my life and my livelihood for so many years . . . my position with the company will still be on a full time and active basis."

According to a resolution passed by the Board of Directors of the Theatre Owners of America in Hollywood last June, the TOA is scheduled to select an "industry coordinator", a man "qualified and experienced" to carry out the TOA plan to encourage independent production, by way of financing as well as guaranteeing bookings. Two men are being prominently mentioned for the coordinator role, Ned E. Depinet, former head of RKO Radio Pictures, Inc., and William F. Rodgers, former General Manager of Sales-Distribution for Loew's, Inc. Either man would be an excellent choice for the job, for both fill the requirements set out by the TOA Board, being fully able to "comprehend all matters relating to the exhibition, production and distribution of motion pictures and the financing thereof." Any action is subject to approval of the general TOA body, which is scheduled to meet in Chicago, Oct. 31-Nov. 4.

Frank Davis, Jr., President of the Selznick Releasing Organization, has just announced the appointment of Ben Babb as head of advertising and publicity for SRO in New York. Babb was associated with Selznick on the Coast from 1946 to 1949. He starts to work immediately on campaigns for the re-release of "Duel in the Sun" and other pictures, which Budd Rogers is handling for SRO.

GLAD to hear that U-I's remake of the Lloyd C. Douglas best-seller, "The Magnificent Obsession," is breaking all records for the company in its initial runs. First reports show the picture running ahead of the sensational "Glenn Miller Story" at the Palace, Cleveland and the Palace, Akron, and establishing new house records in Chicago, Atlanta and Youngstown. The original version, produced by Universal in 1935, co-starred Irene Dunne, and Robert Taylor and established Taylor as a star. The new version, in Technicolor, co-stars Jane Wyman, Rock Hudson and Barbara Rush.

Incidentally, it appears that the producers feel that twice-fold tales can be more profitable even than first editions. Paramount, for example, are reported to have a budget of over \$6,000,000 for the remake of "The Ten Commandments," and \$3,000,000 for "The Covered Wagon."

AA To Co-produce With Cornel Wilde

Allied Artists announced it would co-produce "The Big Combo" with Cornel Wilde's Theodora Productions and Security Pictures. The gangster melodrama will start Aug. 26. Jack Palance and Jean Wallace, who is Mrs. Wilde, were named as co-stars with Mr. Wilde.

Allied Artists is in the midst of large scale expansion, and is affiliating with outside producers and production units. John Huston recently signed with the studio and negotiations are now going on with William Wyler and Billy Wilder.

Fox Buys "Can-Can"

Twentieth Century-Fox will film "Can-Can" under a \$750,000-deal set last week.

The purchase gives the studio a big backlog of musical properties, including the \$5,000,000 "There's No Business Like Show Business," now in production and said to be the most expensive film musical ever made in Hollywood. Other projected musicals at Fox are "The King and I," "Daddy Long Legs," "Pink Tights" and "Carmen Jones."

Horror To Boredom Children's Reaction

Children's reactions to motion-picture scenes, recorded recently by infra-red photographs, revealed a wide range of responses ranging from horror to boredom. A report compiled by Miss Mary Field, executive officer of the Children's Film Foundation for the Carnegie Trust states:

"Little of the fear aroused appears lasting. Most children protect themselves against what they personally dislike—blood, violence and height — by shutting their eyes."

Cagney Back To Gangster Roles Co-Stars With Doris Day At MGM

Metro - Goldwyn - Mayer has chosen James Cagney to co-star with Doris Day in the biography of Ruth Etting. The studio is calling the story "Love Me or Leave Me."

The former movie tough guy will play a Chicago hoodlum called The Gimp. In the film, his underworld machinations will be largely responsible for pushing Miss Etting from obscurity to fame and fortune as a star of nightclubs.

The role calls for Mr. Cagney to go back to the type of part that made him famous in gangster

Plottel Predicts Banner Year At Empire-Universal

Mark Plottel, Assistant general manager, Empire-Universal is a busy man these days. Currently running and in its ninth week, is the 1954 Republic Sales Drive, which ends on December 4th. The Republic Drive, has always been successful, but this year backed by some of

Insure Goldstein Productions Future

Negotiations to insure the continuation of Leonard Goldstein Productions are under way. The producer's sudden death a week ago left the company's future in question.

Robert Goldstein, the late producer's brother, and Robert L. Jacks, both vice-presidents of the company, have been conferring with officials of United Artists, which has a one-year agreement to release the company's products. The outcome of the talks is expected to be known shortly.

"Black Tuesday" and "Stranger on Horseback," the initial features for United Artists were completed last week.

The original plan was to produce ten pictures for United Artists release in a period of a year. Six other properties were in various stages of production preparation at the time Mr. Goldstein was stricken.

"The Violent Men"

Columbia Pictures has announced that the CinemaScope Technicolor production it had filmed under the working title of "Rough Company" will be released as "The Violent Men." Starring Glenn Ford, Barbara Stanwyck and Edward G. Robinson, "The Violent Men" was directed by Rudolph Mate and produced by Lewis Rachmil.

the best product Republic has yet produced and the current top grosser "Johnny Guitar," starring Joan Crawford, a record drive is in the making.

Despite the activity for the Republic Drive, Mark took time off some weeks back, for a swing through the West, all the way to Vancouver, building up interest in the Republic Drive as well as laying plans for the showing of the top box-office winners from Universal-International, shortly to be released. Enthusiasm, backed by the "out of this world figures of 'Saskatchewan,' a terrific grosser out West" and the highest sales in the history of the company, particularly out West, have not kept Mark Plottel and Empire-Universal from reading its plans for a new record year.

"Magnificent Obsession," states Mr. Plottel, "Will out-gross The Glenn Miller Story," this as well as our "5 CinemaScope productions," he added, will make this a banner year for Empire-Universal.

Drive-In

(Continued from Page 1)

66 by 38 foot CinemaScope screen, double cone speakers and facilities for 600 cars. It will be expanded later to accommodate 800 cars. The theatre also has its own plumbing system and a 300-foot well provides the water. It is Edmonton's fifth drive-in.

Built in 40 days at a cost of \$100,000, the theatre is owned by the Golden West Drive-in Company, an independent firm, with Peter Ewankow president and manager.

Mr. Ewankow operates the Roxy theatre at Barrhead, Alta. With him in the drive-in project are William Stetsko, operator of an Edmonton cafe, and the Hoffman brothers, of Barrhead. A staff of 18 persons, including 10 waitresses, are employed.

Toronto Wins JARO 16mm Date Drive

Sam Lambert, Sales Manager of the 16mm Division of JARO, has announced that, after a nineteen-week playdate drive ending June 26th, Toronto wins, with Montreal and Vancouver as runner-ups.

films of the Nineteen Thirties. Of late, the actor has been seen in more sympathetic roles. He has just finished the part of the hero in "Run for Cover" and soon will embark on "Mr. Roberts" as the harried ship's captain.

Miss Day was being borrowed from Warner Brothers to replace Ava Gardner, who was placed on suspension for refusing the film. Miss Day is in the midst of "Young At Heart" for Warners and will be ready for her first job at Metro early in September. Fourteen songs will be included in the film.

U.S. Receipts Drop 17.1 p.c. From 1948

Total receipts of motion picture theatres fell 17.1% from 1948 to 1953, the U.S. census bureau reported on the basis of a preliminary survey. The decline in receipts from admissions was actually 20.5%, but the sale of refreshments increased by 38.5%, proving a lifesaver to many exhibitors.

Total take for 1953, according to the census bureau, was \$1,323,838,000, compared with \$1,596,665,000 in 1948. Number of theatres in the U. S. declined very slightly—from 18,509 in 1948, to 18,205 in 1953.

Receipts from admissions—exclusive of federal, state and local admissions taxes—brought the exhibitors \$989,868,000 last year, down from the \$1,244,355,000 total for 1948.

Warner Studio Busy

Two starrers for Julie Harris at Warners, a CinemaScope production of "East of Eden" with Raymond Massey and "I Am A Camera." Warners also announced a distribution deal with Irwin Allen's Windsor Productions, who will produce "The Animal World," a pageant of animal life from the dinosaur age to present times.

The Human Jungle

Gary Merrill and Jan Sterling to head cast of Allied Artists "The Human Jungle."

Keep Your Eyes On

LOUIS ROSENFELD

The name Louis Rosenfeld has been a prominent one in Canadian films since the year 1914, at which time he was head of the Famous Players Film Service, which then had the franchise for Paramount Pictures. Remaining with this company until 1919, Mr. Rosenfeld then formed the Independent Film Company, Ltd., to distribute Columbia Pictures in Canada. When the name of this company was changed to Columbia Pictures of Canada, Ltd., Louis Rosenfeld became president in which capacity he built the new exchange from the ground up to its present prominence. This achievement marks Louis Rosenfeld among the outstanding film-men in Canada today.

Mr. Rosenfeld is also a partner in Premier Operating Corporation.



Across The Country

Toronto and District

In connection with a special screening of JARO's "Doctor in the House" at the Windsor Theatre, Hamilton, Critic John Robinson of the Spectator made the complaint that two managers had been lost to Hamilton. One of them was Jim McDonough but the second was different, this being Mrs. Jean Ford of the Windsor and York.

Robinson explained: "What I mean is that Mrs. Ford is the only theatre manager I know that is pretty."

After co-operating with the London Free Press in rounding up the seven House brothers of Port Stanley, all farmers and bachelors, for the big exploitation in New York on MGM's "Seven Brides for Seven Brothers," Manager Fred Jackson of London Loew's rather proudly made it known that he had captured the Canadian premiere of the picture, scheduled to open August 6 with Ruta Lee, one of the Seven Brides, escorted by Chet Friedman ballyhooing the premiere.

The seven Houses are counted on for a personal appearance. Incidentally, they returned from New York still single.

The railway strike threat looked so serious to Prime Minister Louis St. Laurent that he intimated July 28 that a special session of parliament might have to be called around the middle of August when the strike vote of some 130,000 employees would be known. Film distributors are watching uneasily on account of the necessary shipments of prints.

Manager Bill Burke of the Brantford Capitol has still another tie-in with the Expositor daily newspaper. This time, names of local residents are scattered through the classified section and a double pass is presented when the person provides identification.

The names are included in special want ads which, in themselves, are boosts for the current attraction, making the co-operation really effective.

Two of the Drive-Ins in the Toronto area had live attractions when the new 400 D-I was opened by 20th Century Theatres. The Scarborough, a unit of Sam Fingold's National chain, added Dr. Ballard's Mobile Zoo while the Dufferin Drive-In presented the Western Musical Trio featuring Little Slim.

As a solution for the continuing dispute of the Federation of Musicians and the American Guild of Variety Artists, which appeared to be getting more complex, the Toronto Globe and Mail, through Alec Barris, made the practical suggestion that the grandstand attraction could well be the premiere of a big film production in either CinemaScope or VistaVision.

Maritimes

Mr. Teddy Dowbiggan has joined the Paramount Film Service Limited as Salesman in the Maritimes territory. He is a son of Mr. Tom Dowbiggan veteran Film man of Montreal.

Mr. Patrick Edwards who managed the 'Popular' theatre at Grand Falls, Newfoundland, for the past forty years passed away recently. His son is now carrying on as Manager of this theatre.

It is rumoured that the 'Majestic' theatre, Cornerbrook—'Globe' theatre, Gander—'Princess' theatre, Belle Island and the 'Popular' theatre, Grand Falls, Newfoundland—all independently owned theatres are installing CinemaScope.

It looks as though CinemaScope is catching on in the Maritimes. The 'Vogue' theatre, Chatham, N.B. is opening CinemaScope with Optical Sound on August 4th with one week's run of "The Robe." Mr. Fred

(Continued on Page 6)

THE CANADIAN MOVING PICTURE DIGEST

Entered as Second Class Matter

JAY L. SMITH

Editor-in-Chief

MAX CHIC

Associate Editor

Address all mail to the Publisher
CANADIAN MOVING PICTURE
DIGEST COMPANY, LIMITED

21 Dundas Square - Toronto

Telephone: EMpire 8-8696

Cable: Raydigest

Established 1915

Publication weekly

Subscription: \$5.00 yearly

— Correspondents —

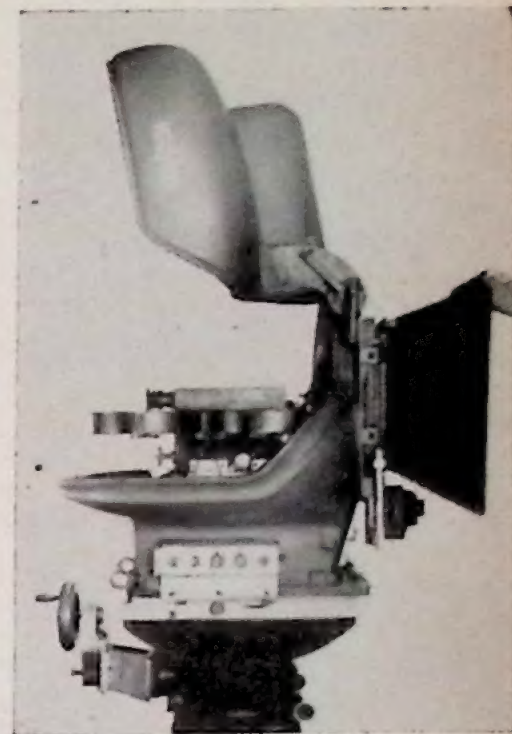
BRUCE PEACOCK..... Regina, Sask.

JACK DROY..... Vancouver, B.C.

WILL McLAUGHLIN..... Ottawa, Ont.

BILL PRESS..... Toronto, Ont.

HELEN CROWLEY..... St. John, N.B.



The new VistaVision camera.

Maclean's Pick Ten Top Motion Pictures

Maclean's Magazine has selected the ten best movies of all time. Movie reviewer Clyde Gilmour, in his "supercolossal memoirs," says it was a difficult job to pick the ten, but went ahead and did it anyway.

Gilmour's list: The Bicycle Thief, Brief Encounter, City Lights, The Fallen Idol, From Here To Eternity, Great Expectations, Henry V, High Noon, The Lavender Hill Mob and The Maltese Falcon.

Maclean's movie reviewer says he was somewhat stunned to find that he has sat through 10,000 movies in 35 years.

First Class Non-Union PROJECTIONIST

Take full charge booth
Continuous operation

\$100.00 Weekly

Can provide accommodation at
very reasonable rental.

All applications treated confidentially.

APPLY BOX A

CANADIAN MOVING PICTURE DIGEST

21 DUNDAS SQ.

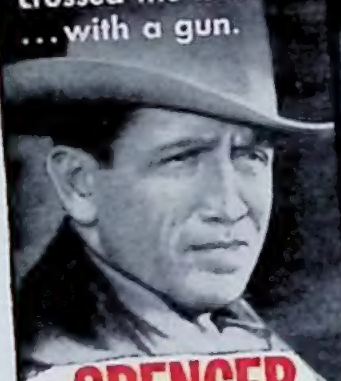
TORONTO

AVAILABLE FOR AUGUST!

CINEMASCOPE

brings you the story of the two great blood lines that built the West...
and the one great family that emerged when Matt Devereaux
took an Indian Princess for a bride!

He crossed the color
line the way he
crossed the Rockies
...with a gun.



**SPENCER
TRACY**
as Matt Devereaux

His life was torn
by taunts of his
heritage and for-
bidden love



**ROBERT
WAGNER**
as The Half-breed Son.

Her indiscretion
made the smoul-
dering Devereaux
tensions erupt.



**JEAN
PETERS**
as The Governor's Daughter

His jealousy flamed
into rebellion
against the tyranny
of his father.



**RICHARD
WIDMARK**
as Joe Devereaux

She won a white
man's heart and
the relentless
hatred of his sons.



**KATY
JURADO**
as The Indian Princess



20th
Century-Fox
presents

Broken Lance

Color by DeLuxe • IN GENUINE 4-TRACK HIGH-FIDELITY MAGNETIC DIRECTIONAL-STEREOPHONIC SOUND

with HUGH O'BRIAN • EDUARD FRANZ • EARL HOLLIMAN • E. G. MARSHALL • CARL BENTON REID • PHILIP OBER • ROBERT BURTON

Produced by SOL. C. SIEGEL • Directed by EDWARD DMYTRYK • Screen Play by RICHARD MURPHY

Based on a story by Philip Yordan

PLAY IT IN YOUR CHOICE OF
CINEMASCOPE EQUIPMENT!

4-TRACK HIGH-FIDELITY MAGNETIC
STEREOPHONIC SOUND

1-TRACK HIGH-FIDELITY MAGNETIC SOUND

1-TRACK OPTICAL SOUND

SELL IT with great pressbook ads like this one!

Date it now!



JARO's Giant Promotion "Man With A Million"

A giant promotion for JARO's "Man With A Million" in its Toronto playdate was launched this week.

The "Man With A Million" campaign falls into the following stages, (1) Tie-up with Nash Motor Car Company. They are donating a Nash Rambler as part of the first prize and are putting all their local dealers into the promotion for local advertising.

(2) Tie-up with Dominion Stores and their 57 outlets in Toronto. They are donating a free flight to England for two by Trans-Canada Airlines and 100 consolation prizes plus \$7,000.00 in advertising which will be:

(a) A full page in the Toronto newspapers.

(b) Two and a half pages in the Toronto newspapers.

(c) Eight feet by three feet banners on all 57 store windows plus streamers, pennants and cards in all stores.

(d) One half million leaflets distributed through all cash registers, stuffed into parcels, etc.

The contest is a Gregory Peck jingle to be completed by Toronto citizens. Entry forms are available through all Nash dealers, Dominion Stores, Odeon Theatres and newspaper ads.

(3) A tie-up with the Arthur Murray School of Dancing in which they will present the professional Dance Championships on the stage during the showing of "Man With A Million." In addition they will take newspaper ad-

vertising on the theatre page for three days prior to the stage performance, tying in with the title of the film. They are also making a give-away of approximately \$500 in free dance instruction.

The majority of credit for this tie-in goes to Douglas Mercer, a new, permanent member of Odeon's publicity department, as well as W. Tyers, Jim Hardiman, Margot Hamilton and Tom Knight, JARO publicity head.



DOUGLAS MERCER

The Conqueror

RKO's "The Conqueror" is before the cameras on location in Utah.

Luncheon For Winners

(Continued from Page 1)

Players Corp., to the winners, Mr. Fitzgibbons praised the leadership given to the rest of the circuit by "the activity of District B, which has developed to a much finer degree than the rest in the circuit."

Mr. Fitzgibbons compared the "ideas in Ballyhoo" to that of an acorn, with a kernel inside of it, which eventually grew into a tree, and from which important and big things were made, and concluded by stating that every film was a jewel, "that has some value, if we knew how to appraise it."

Mr. Bolstad, Vice-president of Famous Players spoke and cited Famous Players sound position, as a result of showmanship, "that brought results at the box-office." Mr. Stein concluded the speech-making by stressing that "no town is too small, or no theatre, that hasn't the means if the manager wanted to do a job." Mr. Stein congratulated Mr. Krendel

for the way the Contest was handled and the leadership provided by him.

Prizes were presented to Art Cauley, Peterboro, Bob Harvey, North Bay, Al Hartshorn, Oshawa, Jack Bridges, Timmins, Paul Turnbull, Hamilton, H. R. Patte, John Heggie (absent on vacation) and Herb Black. In addition to the above, who were listed on the front cover of the Digest, two weeks ago, Olga Sharabura, Eddie Lansbury, Bob Nelson and Len Gouin won certificates for their monthly showings.

Seated at the head table were Jimmy Nairn, Morris Stein, R. W. Bolstad, Dan Krendel, J. J. Fitzgibbons, Ben Geldsaler, Mort Margolius and Bob Eaves. Others who were in attendance: Bob Myers, Budd Barker, L. G. Geering, Bob Beauvais, Al Troyer, Charles Dentelbeck, Jules Wolfe, Tiff Cooke, Max Chic and Dan Krendel's daughter.

Brando To Sing In "Guys And Dolls"

Marlon Brando agreed to lift his voice in song as Sky Masterson in "Guys and Dolls."

Samuel Goldwyn, producer of the musical, announced the surprise casting after such actors as Gene Kelly, Gary Grant and Burt Lancaster were reported to have had the inside track for the role.

As the Damon Runyon character, he will sing for the first time professionally. The gambler-hero's part is the first to be filled.

The casting also marks the second time Mr. Brando will have worked under the direction of Joseph L. Mankiewicz. He played Mark Anthony in the director's presentation of "Julius Caesar."

Mr. Brando is being seen in "On the Waterfront." He is currently working in "Desiree" as Napoleon.

Macy's Promotes "Susan Slept Here"

R. H. Macy and Company, New York, has returned to tie-ups for motion pictures with a promotion on RKO's "Susan Slept Here," which opened at the Victoria Theatre July 29. Macy's last film tie-up was three months ago.

The day before the Technicolor comedy went into the Victoria, Macy's ran a full-page advertisement in The New York Times saluting the performance of Debbie Reynolds, co-star with Dick Powell of "Susan Slept Here."

Exhibitors Poll Names Winners

Motion Picture Exhibitor has announced its sixth Annual International Laurel Award winners after a poll of theatre exhibitors.

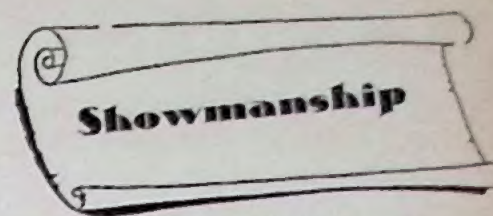
Among those cited were Michael Curtiz, director; Walt Disney, producer; Cecil B. De Mille, producer-director, and Marilyn Monroe and Gary Cooper, performers.

The best films, in four categories, were "From Here To Eternity," "Stalag 17," "Lili" and "Shane."

Acting honors went to Burt Lancaster and Deborah Kerr in "From Here to Eternity"; Donald O'Connor in "Call Me Madam"; Doris Day in "Calamity Jane"; Martin and Lewis in "The Caddy"; and Jack Palance in "Shane."

Ben Hur

Sam Zimbalist is to produce Ben Hur for MGM, this big-scale production has been given a Spring, 1955, starting date, with an all-star cast.



By TOM KNIGHT

Let's do more work. We have been hearing the blues cried by many people within the motion picture business that Television is cutting in on their profits, business is down, the people are staying away in larger numbers than ever before, Thursdays are bad nights because it's fight night, Saturday is bad because of the big shows, Tuesday has Milton Berle, Wednesday is play night, who wants to go out on Monday, anyway, we have to get over the weekend. This has been going on ever since Television became popular after the war. The receipts are down, the business has dropped off.

Despite the new screen processes, CinemaScope, Wide Screen, Stereophonic Sound, VistaVision, Cinerama, the 2D pictures are making money as well. . . . "The Caine Mutiny," "The Kidnappers," "Stalag 17," "Roman Holiday," "The Moon Is Blue," "Moulin Rouge" and many others.

But even with all the scopes, etc., the manager and theatre exhibitor still has the last say where the picture does business.

Since the cry "TV is ruining me" has gone out, many people have watched the business gradually go from their theatre to the Television store on the corner, but that exhibitor never realized that it was his own fault. It was his inactivity that brought the "21" screen into so much prominence. Still satisfied with booking his pictures, opening his doors and sitting back waiting for the crowds to rip the walls down to get into his emporium, he never realizes that the crowds would like to be told that the neighbourhood house is showing a picture which might entertain them.

It has been going on too long. Let's do something that may make a trip to the local theatre a night out rather than, "There's nothing on TV tonight. Let's go to the movies."

If the exhibitor goes out and sells the film, ties up a few stores, tries a gimmick or two, promotes the picture, and follows through on the many helpful suggestions that the distributor sends him, uses some of the national tie-ups that are promoted for the exhibitor's benefit, he will probably spend a happy vacation in Florida,

(Continued on Page 6)

More Than 50 Pictures From U-A

Arthur B. Krim, President of United Artists, has pledged to motion picture exhibitors that, during the 1954-55 season, his company will release more top productions than in any single year since the founding of United Artists in 1919.

Mr. Krim's pledge came in response to a letter addressed to all distributing companies by R. J. O'Donnell, Vice-President of the Interstate Circuit in Texas. Mr. O'Donnell had expressed the hope that there would be more "A" pictures available for the 1954-55 season.

In his reply, Mr. Krim said UA's "delivery of potential blockbusters will be several times the number distributed by us this past year and far more than in any single year in the 35-year history of United Artists."

CinemaScope

(Continued from Page 1)

in the number of key theatres deciding to exhibit CinemaScope product.

With the two major circuits, Famous Players Canadian Corp. and Odeon Theatres (Canada) Ltd. already equipped in all their major first run situations, and now beginning to present CinemaScope in their sub-runs, the balance of the other top circuits and many independents have voted themselves in. In addition, to the above, B&F (Toronto); National Theatres (Finch and Dale); the Biltmore Theatres; Premier Theatres and Twentieth Century Theatres (N. A. Taylor), are installing CinemaScope.

To the previously announced Twentieth Century houses set for CinemaScope, Lindsey, Orillia and Hanover, Vic Beattie, 20th-Fox Toronto branch manager, last week announced that openings have been set for the Westwood, Park and Birchcliffe, and that Premier has added Tillsonburg, Stratford and Simcoe to its list of situations installing CinemaScope.

Wilson Leading In Lucky Seven Contest

Harry Wilson, Capitol, Chatham, has taken a sizeable lead in the race for top honors in Bill Trudell's "C" District, Lucky Seven Publicity Contest. With seven Famous Players managers competing, Wilson, at the end of 8 weeks had rung up 22,300 points, with Bill Burke, Capitol, Brantford 16,950 in second place and Les Preston, Capitol, St. Thomas with 10,500 points, in third place.

There are three main prizes, \$100, \$50, and \$25 for the three top men and an individual prize of \$15 for the best scrap book submitted in the last 5 weeks.

The UA President added: "This should react to the great benefit of exhibitors throughout the country and, if we continue to get the kind of cooperation and support which we have had these past few years, we hope to have even an increased number of A pictures for the 1955-56 season."

Mr. Krim cited some of the films on UA's 1954-55 release schedule, including "Apache," "The Long Wait," "Crossed Swords," "The

Barefoot Contessa," "Vera Cruz," "Adventures of Robinson Crusoe," "Not As A Stranger," "The Gabriel Horn," "The Night of the Hunter," "Suddenly," "Othello," "Time of the Cuckoo," "Alexander The Conqueror" and the untitled Jane Russell starring film.

These and other films listed above are completed or in preparation.

"We pledge you this," Mr. Krim wrote to Mr. O'Donnell, "we will deliver more than 50 pictures at the rate of at least four a month in 1954-55 and we promise you a preponderance of big ones."

Across the Country

(Continued from Page 3)

Gregor of New Waterford is installing CinemaScope with full Stereophonic Sound sometimes during the month of August.

Mr. Samuel Goldfeather, father-in-law of Mr. Mitchell Bernstein passed away last week at the age of 83 years.

Mr. Morton Bernstein is on a business trip throughout Nova Scotia.

The West

George Thrift, Les Walker and Frank Smith executives of Projectionists Local 348 have left for Cincinnati to attend the National convention of the IATSE.

Pola-Lite engineer Bill Spooner and Tex Cates, Canadian rep. were in for a tradeshowing of the new Pola-Lite 3-D single film system held at the Capitol, Vancouver. Exhibitor reaction was favorable.

Ross Forrester is the new assistant to Charlie Doctor, Capitol Vancouver. He succeeds Victor Tombe, who was promoted to manager of the suburban Regent, replacing Mac Smee.

Two FPCC Vancouver managers, Ivan Ackery, Orpheum and David Borland of the Dominion are holidaying on Vancouver Island beaches.

A crackdown on all Bingo games, whether for charity or not, was promised by Vancouver City Council. They are strong opposition to theatres.

Vancouver is busting at the seams with visitors from all over the world here for the British Empire Games which runs for 8 days. Thirty thousand were present at the opening.

A 100 B.C. showmen and district office heads were present at a demonstration of "Advancing Techniques of CinemaScope" at the Capitol Vancouver. Screening drew widespread praise from B.C. exhibitors. Arthur Silverstone, Assistant Sales Manager of 20th-Fox and Peter Myers, Canadian General Manager were in charge of the demonstration, and expect a rush of orders for CinemaScope in the Three Prairie Provinces and out here on the Pacific.

The replica of one of the original Royal North West Mounted Police posts, built by Universal-International at a cost of thousands of dollars for the movie "Saskatchewan," is reported to be uncared for and falling apart. It is about a year old.

The fort was presented to the people of Banff as an additional tourist attraction but tourists can't find it easily because there are no highway directional signs.

One whole section of the fort's log wall has collapsed and doors of the buildings have been wrenched off.

Showmanship

(Continued from Page 5)

because he has done a good job for the film and the entertainment business of which he is an important part and not just a retailer of first class goods.

The perfect example of an exhibitor working for a picture and himself, was Mr. S. Slutker of the Plaza Theatre in Calgary, when he booked "Genevieve" second run. He went out and worked. He took larger space with the newspapers; he promoted his customers, he played an all-color show, and used all the old but still successful ways to make his engagement a success. What a success was proved after he had the first holdover, and then another, finally playing the film for eight weeks. Yes, eight weeks, second run. The distributor was very happy, the theatre was complimented by its patrons for playing such a perfect program, and thanks to Mr. Slutker and his showmanship, Calgary enjoyed a long run.

Thanks to the circuits the managers do work and have an excellent standing with their local press and store owners, and if showmanship continues to develop, as it has this year, the movies will always be regarded as the best form of entertainment, even by the TV fan.

Paramount

(Continued from Page 1)

versary sales drive which will begin here and in the U.S. on August 29 and extend for 14 weeks through December 4. The drive slogan is "Paramount's 40th Anniversary—A Salute to the Future."

Barron, who is in charge of public relations and advertising for Paramount in Canada, also is editor and commentator for Canadian Paramount newsreel.

Preparations underway for the drive envisage one of the biggest events of its kind in the company's 40-year history. "A. W. Schwalberg Anniversary Week," August 29-September 4, in tribute to the President of Paramount Film Distributing Corporation, and "Paramount Week," September 5-11, will highlight the Fortieth Anniversary Sales Drive.

JARO Drive

(Continued from Page 1)

Scott. Closely following him in second place was Phil Geller of Winnipeg, and in third place was Jack Reid of Vancouver.

Chatter... That Could Matter!

By MAX CHIC

At the Ballyhoo Contest luncheon, Mr. Fitzgibbons asked prize winner Jack Bridges, of Timmins, if he had ever worked in a gold mine . . . the answer was yes . . . and Mr. Fitzgibbons said, "keep diggin it up, Jack!" . . . Paul Turnbull joins Twinex in Hamilton . . . Peter Myers, Vic Beattie and Sam Glasier in New York for head-office discussions.

While waiting for Norma Dgett, one of MGM's "Seven Brides", Hilly Cass, Canadian General Manager for MGM told us that GWTW outgrossed its original opening, years back at Loew's, Toronto . . . with the same breath he mentioned that "Seven Brides" had set a new record for a "normal week" at Radio City Music Hall.

JARO's "Man With A Million" had a special screening last Sunday for Nash, Dominion Store, JARO and Odeon employees . . . Rumor has it, that Pola-Lite, the single-print 3-D system, are considering going into production . . . we hope so, as it will guarantee top product for a medium that can attract many people to our box-offices.

The Cinerama people who are expanding to Europe this fall, are also considering two Canadian situations . . . plans for CinemaScope installations in a number of Distributor's screening rooms are being readied . . . R. W. Bolstad is quoted on the back page of the Motion Picture Daily, from a speech at a luncheon in honor of Charlie Doctor, Quigley Award winner . . . the quote, "For writing, there's the Pulitzer prize; for acting, there's the Oscar; and for men in the motion picture exhibition field, there's the Quigley Award for showmanship."

Esquire Films, Ltd., which used to release British films under the guidance of Archie Laurie, has applied for leave to surrender its charter . . . a worthwhile charity, and one that has won industry wide support, the Will Rogers Memorial Hospital, has energetic Harvey Harnick, singing its praise . . . any donations can either be sent to the Digest, care of this column or direct to Harvey Harnick, Columbia Pictures, 72 Carlton St., Toronto.

The Event Of The Week . . . a baby girl to Ben Okun's son-in-law, Bernie Rothbart.

On The Waterfront

"On the Waterfront," set a non-holiday opening day mark on Wednesday at the Astor theatre officials disclosed. Only two pictures in the history of the house, both of which opened on holidays played to larger grosses on the first day.

It continued its record-breaking pace, on its second day and may set a new high for the Astor.

Signs New Contract

Dan Dailey was signed to a new contract by 20th Fox . . . he will go to MGM on loan to join Gene Kelly in a comedy with music "It Is Always Fair Weather".

Lowell Thomas

(Continued from Page 1)

in New York City, where it ran 10 weeks, grossing over \$100,000 for the engagement.

The book, by Lowell Thomas, Jr., was serialized in Collier's Magazine, and headed the non-fiction best-seller lists for several months. In addition, it was condensed in Reader's Digest, with an estimated reader coverage of over 16,000,000. "Out of This World" will head Alliance's 1954-55 releases, with a number of other important pictures to be announced shortly.

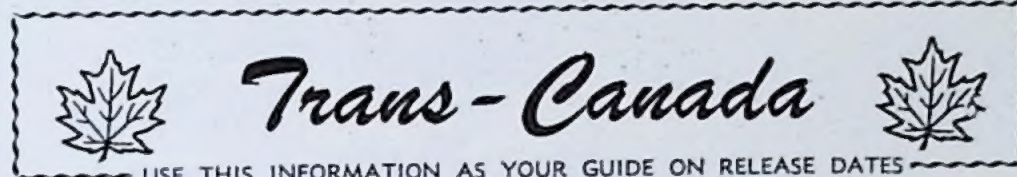


Dore Schary announces that MGM has purchased "The Tender Trap," a sophisticated comedy which will have its legit opening on Broadway this Fall; also "Tea & Sympathy" another Broadway starrer, Winner of New York Drama Critics Award . . . RKO has signed Robert Pirosh as director-writer for the Rosalind Russell Technicolor musical, "The Girl Rush," in VistaVision.

Gary Grant and Grace Kelly back in the U.S. after completing assignments on the Alfred Hitchcock Technicolor thriller, "To Catch A Thief" shot in VistaVision . . . United Artists announces two for Robert Mitchum, "Not As A Stranger" and "The Night Of The Hunter"; also from the United Artists lot the forthcoming drama "The White Orchid," featuring William Lundigan and Peggie Castle.

Latest major release for 20th-Fox is the CinemaScope drama "Broken Lance," to be followed by the Technicolor Panoramic Production "The Raid" which will have its premiere in New York, August 13th . . . Mervyn LeRoy has been assigned the direction for Warner's "Lewis and Clark" in Cinerama and the CinemaScope WarnerColor drama "Strange Lady In Town," which has as its leads Greer Garson and Dana Andrews.

Rod Cameron, Joan Leslie and John Russell were set by Republic to top the cast of "Hell's Outpost" . . . Alaska will be the location for the Allied Artists, Mark Stevens starrer, "Ketchikan," starting date set for July 31st . . . Paramount reports that two new Pine & Thomas productions are to be produced in VistaVision.



TORONTO

IMPERIAL
Second week. Knock On Wood (Para.) Technicolor with Danny Kaye.

SHEA'S
Living It Up (Para.) Technicolor with Martin and Lewis.

UNIVERSITY
Princess Of The Nile (20th-Fox) Technicolor with Debra Paget.

EGLINTON
3 Coins In The Fountain (20th-Fox) CinemaScope and Technicolor with Clifton Webb.

NORTOWN
Fifth week. Dial M for Murder (WB) WarnerColor with Ray Milland.

ODEON
Second week. Garden Of Evil (20th-Fox) CinemaScope and Technicolor with Susan Hayward.

UPTOWN
Her Twelve Men (MGM) Color with Greer Garson.

LOEW'S
Second week. Gone With The Wind (MGM) Technicolor with Vivien Leigh.

HYLAND & CHRISTIE
The Maggie (JARO) with Paul Douglas.

TOWNE CINEMA
Fourth week. La Ronde (IFD).

INTERNATIONAL CINEMA
Twenty-second week. Hobson's Choice (IFD) with Charles Laughton.

MONTREAL

PALACE
3 Coins in the Fountain (20th-Fox) CinemaScope & Technicolor with Clifton Webb.

LOEW'S
Fifth Week. Knock on Wood (Para.) Technicolor with Danny Kaye.

PRINCESS
Silver Lode (RKO) Technicolor with John Payne and Elizabeth Scott.

CAPITOL
Indiscretion of an American Wife (Col.) with Jennifer Jones and Montgomery Clift.

IMPERIAL
The Man with the Iron Glove, Technicolor and Paris Model (Col.).

KENT
Fifth Month. The Kidnappers (JARO) with Vincent Winter.

SEVILLE
Marlag 'O' (IFD) with Anthony Steel.

ALOUETTE
The Heiress Fr. (Para.) with Olivia de Havilland and Montgomery Clift.

WINNIPEG

CAPITOL
2nd week. 3 Coins in the Fountain (20th-Fox) CinemaScope and Technicolor with Clifton Webb.

LYCEUM
Three Young Texans (20th-Fox) Tech-

nicolor and House of Blackmail (20th-Fox).

MET
Carnival Story (RKO) Technicolor with Anne Baxter.

ODEON
"Ma and Pa Kettle at Home" (E-U) with Marjorie Main.

GARRICK
New Faces (20th-Fox) CinemaScope with Eartha Kitt.

GAIETY
Make Haste to Live (E-U) and The Sun Shines Bright (E-U).

VANCOUVER

CAPITOL
2nd week. 3 Coins in the Fountain (20th-Fox) CinemaScope and Technicolor with Clifton Webb.

ORPHEUM
Men of the Fighting Lady (MGM) with Van Johnson and Walter Pidgeon. In Color.

STRAND
Dial M For Murder (WB) and Duffy of San Quentin (WB).

STUDIO
Times Gone By (IFD) with Gina Lollobrigida.

VOGUE
Man With a Million (JARO) Technicolor with Gregory Peck.

PLAZA
The Miami Story (Col.) and The Desperado (AA).

PARADISE
Black Horse Canyon (E-U) Technicolor and The Killers.

DUNBAR
12th Week. The Kidnappers (JARO) with Vincent Winter.

CALGARY

CAPITOL
Executive Suite (MGM) with William Holden and June Allyson.

PALACE
Pinocchio (RKO) in Technicolor and Prowlers of the Everglades (RKO)

UPTOWN
Man With a Million (JARO) Technicolor with Gregory Peck.

GRAND
Garden of Evil (20th-Fox) CinemaScope, Technicolor with Gary Cooper, Susan Hayward and Richard Widmark.

STRAND
Held Over. Racing Blood (20th-Fox) and Broken Arrow (20th-Fox).

SAINT JOHN

STRAND
Man With a Million (JARO) Technicolor with Gregory Peck.

CAPITOL
Men of the Fighting Lady (MGM) with Van Johnson and Walter Pidgeon. In Color.

PARAMOUNT
Living It Up (Para.) Technicolor with Martin and Lewis.

450-seat theatre

well located in town of 3,000.
Modern projector and screen.
In good repair.

Price \$35,000

Terms can be arranged.

Contact:

HARLAND RANKIN,
c/o O'BRIEN REALTY
128 Queen Street, Chatham, Ontario.



THE FANS WANT

ACTION!

"Exciting from
start to finish!"
—HARRISON'S REPORTS

"Good deal of ac-
tion... holds inter-
est!"
—EXHIBITOR

"Will satisfy wherever
action pictures or cow-
boy fare is favored.
Thrilling Indian at-
tacks!"
—BOXOFFICE

"Good supply of rugged ac-
tion! Suspenseful story...
plenty of fast movement!"
—VARIETY

"Lively western with
taut action! Should
bring in healthy re-
turns!"
—HOLLYWOOD REPORTER

"Should make a worth-
while showing. A grim
and relentless game of
pursuing and pursued."
—SHOWMEN'S TRADE REVIEW

"Tense cavalry-Indian en-
try for the action market!
Suspenseful story line as-
sures general interest!"
—DAILY VARIETY

GIVE 'EM

"The

YELLOW

TOMAHAWK"

Starring

RORY CALHOUN • PEGGIE CASTLE

Featuring NOAH BEERY • WARNER ANDERSON • PETER GRAVES • LEE VAN CLEEF • RITA MORENO

A SCHENCK-KOCH Production • Produced by Howard W. KOCH • Directed by Lesley SELANDER

COLOR
BY COLOR CORP. OF AMERICA

QUALITY PICTURES
UA

35th ANNIVERSARY
1919 **UA** 1954

